Specimen of preliminary pages

Practical Study Report

Prepared by

ANKITA ANANDA WADAKAR

under the Guidance of

Prof.K.D.KHATKAR

and

under the mentorship of

ANANDA RAJARAM WADAKAR

in the

ADITYA ENTERPRISES,

BORAVADE

for the period

from the 11/04/2025 to the 25/04/2025

for 15 days and for 45 hours

submitted to

Name of the college

Academic year – 2024- 2025.

Declaration

I, ANKITA ANANDA WADAKAR hereby state and declare that the Practical Study Report prepared by me for the work completed by me in the ADITYA ENTERPRISES,BORAWADE for the period from 11/04/2025 to 25/04/2025, totally for 45 hours, submitted herewith to the Sadashivrao Mandlik Mahavidyalay ,Murgud. for the fulfilment of degree of Master of Commerce (M. Com.) is original and totally based on my observation and experience during the course of practical study.

The information given in the report is either observed or experienced by me or informed me by the staff member or authorities. The discussion, interpretation and conclusions given in the report are my own and based on my own knowledge, observation and the discussions held with the staff members and authorities.

I also declare that, this report is prepared only for academic purpose. The information contained in the report will not be disclosed or used for any other purpose. Confidentiality of the information will be maintained strictly.

Place –Murgud **Signature of the student**

Date –28/04/2025. **Ankita Ananda Wadakar**

Letterhead of the organization

To whomsoever it may concern,

This is to certify that, Miss. ANKITA ANANDA WADAKAR student of M. Com. II of Sadashivrao Mandlik Mahavidyalay, Murgud. college has successfully completed her practical study in our organization ADITYA ENTERPRISES,BORAWADE, and collected information from departments.

She has satisfactorily carried out her practical work. She has worked for15 days and totally for 45 hours. During the period of practical study . she has maintained good record of notes and attendance. She created good relations with our staff as well as shown keen interest in learning.

We wish her every success in her education, career and life.

Place –Borawade.
Date –25/04/2025.

Signature of authorized person
ANANDA RAJARAM WADAKAR
PROPRITER OF ADITYA ENTERPRISES.
Seal

Certificate of Guide (Teacher)

This is to certify that Miss .ANKITA ANANDA WADAKAR student of M. Com. II of Sadashivrao Mandlik Mahavidyalay, Murgud college has satisfactorily completed her practical study under my guidance and prepared the report as per the guidelines of the university for the fulfilment of M. Com. Degree.

She has completed her practical study in the ADITYA ENTERPRISES,BORAWADE for the period of 15days and for 45 hours.

As per the record and information provided by her, her study is satisfactory and based on her actual observation and experience in the said organisation.

Place –Murgud **Signature of Guide**
Date –25/04/2025. **PROF.K.D.KHATKAR.**

Acknowledgement

Considering the restrictions on a student it was a big task to complete the practical study. It cannot be completed without active support and help of the college, ADITYA ENTERPRISES,BORAWADE and other persons. I would be failing in my duty if their help, support and cooperation are not acknowledged.

From the soul and a profound sense of gratitude and indebtedness I express my humble thanks to my guide PROF.K.D.KHATKAR. and ADITYA ENTERPRISES,BORAWADE for their valuable, guidance and support. They guided and supervised my work in a disciplined and systematic manner. I envy their kind cooperation.

It is my prime duty to express a sense of gratitude to the Principal of the college, S.HODAGE , Head, Department of Commerce and all the teachers working in the department for their encouragement.

I must acknowledge gratefully the help received from the authorities of the organisation, officers and executives and staff of the organisation . I am extremely grateful Miss.Morbale who encouraged and helped me before, during and after my practical study. I am heartily

thankful to my brother Aditya who actively supported by all means to complete the work.

I am also thankful to my father for typing, printing and binding the report neatly.

I also extend my profound gratitude to my father, who always have been a source of encouragement to me.

I thanks all those who directly or indirectly helped me to complete practical study.

Place –Murgud **Signature**
Date –28/04/2025. **ANKITA ANANDA WADAKAR.**

Attendance Report

Name of the College	Sadashivrao Mandlik Mahavidyalay,Murgud.
Name of the Department	Commerce and Management.
Academic Year	2024-2025
Name of the Organization	Aditya Enterprises, Borawade.
Address	Dattanagar,Borawade.Tal-Kagal ,Dist-Kolhapur.

Name of the authorised person to sign the attendance	Ananda Rajaram Wadakar.	
Name of the Student	Ankita Ananda Wadakar.	
Class – M. Com II	Roll No:-	PRN - 2023051630

Sr.	Day	Date	Time	Hours	Student's Sign	Sign of concerned authority of organisation	Remark
1	Friday	11/04/2025	9:00-12:00	3			
2	Saturday	12/04/2025	9:00-12:00	3			
3	Sunday	13/04/2025	9:00-12:00	3			
4	Monday	14/04/2025	9:00-12:00	3			
5	Tuesday	15/04/2025	9:00-12:00	3			
6	Wednesday	16/04/2025	9:00-12:00	3			
7	Thursday	17/04/2025	9:00-12:00	3			
8	Friday	18/04/2025	9:00-12:00	3			
9	Saturday	19/04/2025	9:00-12:00	3			
10	Sunday	20/04/2025	9:00-12:00	3			
11	Monday	21/04/2025	9:00-12:00	3			
12	Tuesday	22/04/2025	9:00-12:00	3			
13	Wednesday	23/04/2025	9:00-12:00	3			
14	Thursday	24/04/2025	9:00-12:00	3			
15	Friday	25/04/2025	9:00-12:00	3			

Total number of days 15 Total number of hours of practical study 45

PROF.
K.D.KHATKAR.

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CHAPTER – I

OBJECTIVES OF PRACTICAL STUDY

On the Practical study is part of a college curriculum that aims to train and orient students about the work and their future career. It is a type of skill development where a worker learns how to do the work through hands-on experience . On the Practical study is one method by which students are exposed with different work situation designed to give students an opportunity to experience and a chance to apply the theories and computation that they have learned from the collegs .It also helps the students to acquire relevant knowledge and skills by performing in actual work setting.

Practical Study is very importanat not only to learn students regarding their chose career but also to show the reality about working as well as learning . The student will be exposed to the actual work related to the course that they are taking .It also allowes those with no experience to work and to learn at the same time It helps in the building of up of the trainees competence.

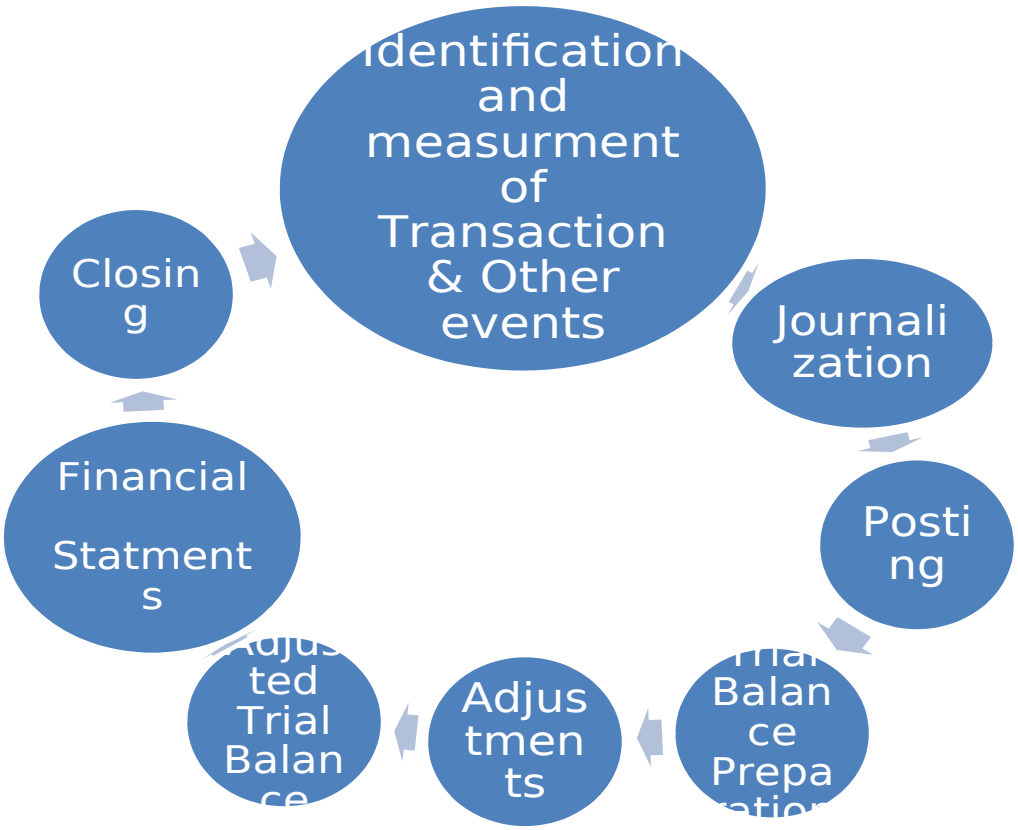
Enhance the critical thinking abilities and discipline of the student conducting his training in company. His ability to make sound decisions and evaluate factors will be improved.

Working with experienced staff,one will be able to observe how the job is done properly with various accounting system.The practical study will be able to know how to adjust to others peoples personalities and attitudes.

INTRODUCTION

The essential characteristics of accounting are identification, measurement, and communication of financial information about economic entities to interested parties. Accounting is an information system which provides information regarding debt outstanding, sales increasing or decreasing, cash, asset, profit or loss and so forth. An efficient accounting system is beneficial for every organization. Financial accounting is the process that culminates in the preparation of financial report on the enterprise as a whole for the use by both internal and external parties. Users of those financial reports include investors, creditors, director and governments agencies. However, managerial accounting is the process of identifying, measuring analyzing, and communicating financial information needed by management plan, evaluate and control an organization’s operations.

A standard accounting cycle:-



When the steps have been completed, the sequence starts over again in the next accounting.

Scope of the study :-

My job in ADITYA ENTERPRISES was to work in Accounts & Finance Department. Actually ADITYA ENTERPRISES organization is my family business and I was assisting accounts officers. The team consisted of one people excluding me. First few days I do not have to do anything except observing them and I was asked to learn by communicating and staying with Accounts & Finance Department. At the first month my primary work was to learn how to operate a customize software which is used for maintaining enterprises account. Then, I practically involved in work with the Accounts & Finance Department team. I was mainly handling Cash book, Debit voucher posting,Credit voucher posting, Journal voucher posting, Contra voucher posting, Supplier bill posting, Supplier ledger posting, cheque register book, Bank reconciliation and Daily Income posting. Where I kept record of each cheque received payment from client. In addition I had to make a notification report every day according to the cheques drawing date. It is worth to mention that, I had great opportunity to be a part of audit of the Enterprises. As a result, I had to extend my internship period. At that time my responsibility was to find out the total account receivable, all departments requisition of the year 2024 and 2025 with detail break up. To be part of the team it is responsible for maintaining an efficient and accurate Accounting function.Basically, I had to verify calculations, maintained cheque book register and prepared cheques for payment.

Methodology of the study:-

a) Population of the study

b) Primary sources

c) Secondary sources

Population of the study :-

The target population included in the research is the personnel who had gone under accounting process at office of ADITYA ENTERPRISES. No probability, convenience and judgmental sampling have been used. This has been done in congruence with the objective of the study. Total population of the studies is Accounts and Finance Director, officers and sttafs. Again, for each stratum respondent has been selected on convenience and judgmental method.

Primary Sources :-

I have tried to collect information on internal control practices within the enterprises , this study used survey method. A questionnaire, consisting of various separate questions was prepared. These questions were primarily close ended; additional questions captured descriptive comments.

These are as follows:

1. Face to face conversation with the institutions officers and staffs
2. Direct conversation with theofficers and staffs

3. Personal investigation with the officersand staffs

4. Study of different files of different section of the institution.

5. Practical deskwork.

Second sources:-

i. Keeping daily diary
ii. Annual Report of ADITYA ENTERPRISES.
iii. Various reporting data & printing materials of ADITYA ENTERPRISES.
iv. Audited Report
v. Browsing Internet.
vi. Different kinds of ICAB books

Techniques used in the reports:-

I had excess to see enterprises's voucher, ledger, audit report and so forth.

Moreover, studying in university course, course text book and search engine was helpful to accumulate theoretical knowledge with practical.

Financial performance analysis of this institute by using liquidity ratio, operating efficiency ratio and profitability ratio.

Limitation of the study :-

This internship tenure far doing the work on such an important topic is not really sufficient. Moreover this is an individual work where only as individual person need to undertake the whole process done alone but the time frame work did not permit me and my work done in my job station as a scientific manner and also it is very difficult for me to make a comprehensive

qualitative survey within a stipulated time. In all respect some limitation and weakness remain within which I failed to escape by any means.

These are follows:

- To continue this report it requires a big deal in time. As an employee I have a very few time to prepare this report, which is not enough
- It requires lot of assistance from all level officers and staffs but as a sector everyone are so busy in doing their respective duties.
- As an employee of this institute, it’s difficult to maintain report after completing daily works & don’t have enough time to give the information elaborately.

- Its needs to proper support & guideline from respective superior to make this effective report.
- In many cases the relevant authorities are not aware about internship report& they are unwillingness to provide data due to confidentiality.
- It is too much difficult to comment and suggest based on this data of the report.
- Website of the organization wasn’t effective to gather valuable information.
- Lack of organizing chain of command
- Lack of instruction book, and any change. They are following traditional accounting.

PROFILE OF ORGANISATION

Aditya Enterprises is a established in June of 2006. Aditya Enterprises primary line of business is distribution of FMCG Products to shopkeepers. It is caters to a diversified segment Viz; Goods food items,electrical items,soaps,dairy product,cosmetic products.It has a distribution capacity of daily 1 lakh rupees products selling over 200 different types of products across 3 Talukas viz, Products selling at Radhanagari,Kagal and Bhudargad in Kolhapur, Maharashtra. It has an integrated facilty and these strategies will get more visibility,brand loyalalty and in the end more sales. It is one of the enterprises in the sector which has full-fledged paint shop.

The Food Licenses by certified.The Enterprises supplies its products to more than 1000 customer location domestically.Currently The products purchasing from Mumbai,Pune,Nashik,Nagpur,Sangli .Further the company has warehouses in Panori and Mudhal Titta. Aditya Enterprises are provided all type of service eg, home delivery,car delivery etc.. The service provided daily in various routes and also provided perfect price and plus discount products to customers..

It is a holesale Distributers also retalers. They provide high quality material to shopkeepers which is in area. They provide products to holesale to three Taluka’s and more than 600 shopkeepers. They apply 3 days strategy to provide products. First day they take order from customers area wise. Second day make out sales bills from specific orders.and third day there suppliers give product to customer to bill wise.

In this enterprises include total 7 employers. 2 Men employers take orders its calles as salesman. 2 Men employers give product to shopkeeper and customers. 2 Women Employers pack the product order wise and one women employer are Accountant this women is me.

This is my Family Business and I take part in Account Ddpartment. Because my education is Commerce background and I know this all accounting concepts and procedure.

ORGANIZATION CHART

M.D :-ANANDA RAJARAM WADAKAR

OPERATIONS HEAD :- ADITYA ANANDA WADAKAR

VISSION OF ADITYA ENTERPRISES :-

–

Vission is to incorporate the diversity of cultures and showcase the different aspects of the varied traditions that Kolhapur showcase. Staying true to this vission ,our storytelling and city experiences, specific to Kolhapur.

Our wide array of themes spoils you for choice as we cover the local cultural traditions ,to make experience holistics,enriching and memorable .

–

MISSION OF ADITYA ENTERPRISES

The motive behind the establishment of Aditya Enterprises is for the awareness and activeness for the discarded and forgotten monuments and Aditya Enterprises is a platform of history ,heritage and culture. The oragnaization continuously facilitates the service and also services nearby cities of Kolhapur which are in modern day totally discarded.

1) Experience the city of Kolhapur and internal area ,as never before

2) Explore the lesser known parts of the city.
3) Provided all types of small products to consumer in short way.
4) Provide service by quick on day to day basis.
5) Unknown and small villages trading connection is improved by 2025.
6) Provided quality and fresh products to consumer.
7) Best and perfect price plus discount .
8) Provide gifts to consumer in specific days.

Some brands in this category include:

1) **Dabur**
2) **Nestle**
3) **Cadbury**
4) **Suhana**
5) **Medimix**
6) **Garnier**
7) **Pariwar coconut oil**
8) **Society tea**
9) **Santoor**
10) **Vithoba Dantmanjan**
11) **Cycle Brand Agarbatti.**
12) **GSK**
13) **Lotte India**
14) **Kopiko**
15) **Kotak hygenic**

Types of FMCG products:-

Food and beverages :

This segment includes packaged foods, snacks,dairy products, carbonated and non carbonated beverages.

Personal care and toiletries:

This segment comprises cosmetics,soaps , shampoos ,skincare items and oral care products.

Household and cleaning items: This segment covers cleaning supplies ,laundry detergents,insecticides and other essential household items.

CHAPTER - II

1.Accounting Practice in ADITYA ENTERPRISES :

Daily tasks :

- Cash book
- Debit Voucher posting
- Credit voucher posting
- Journal Voucher posting
- Contra Voucher posting
- Employers salary
- Fund analysis
- Cash register
- Cheque register
- Cost analysis
- Profit or loss analysis
- Supplier bill posting
- Suppliers (party) ledger posting

Monthly tasks:

- Profit & Loss Accounts
- Provident Fund
- Kollayan Fund
- Source Tax
- VAT
- Depreciation
- Loan A/C
- Bank reconciliation
- Balance Sheet

Yearly:

- Budget
- Audit
- Tax assessment
- Credit rating

Report

- Receipt & Payment
- P/L Account
- Department wise Income Statement
- Bank Reconciliation
- Monthly Suppliers (Liabilities) bill
- Monthly Liabilities (Bank loan) Report
- Car's expenses
- Consolidated Income Expenses report
- Student collection dues list

Meeting

- Weekly departmental meeting
- Monthly central FC meeting
- Monthly college FC meeting
- Monthly store co-ordination meeting
- Weekly purchase co-ordination meeting
- Bank meeting (per 2 month)
- HR co-ordination meeting (per month)

Software

- Tally Prime
- Yvapar app
- Tally ERP9

Audit Company

- C.K. Ganmale & Company

Materials

- Salary certificate
- Bill of voucher

2. ACCOUNTING:-

Accounting is the system of recording financial transactions with both numbers and text in the form of financial statements. It provides an essential tool for billing customers, keeping track of assets and liabilities (debts), determining profitability, and tracking the flow of cash. The system is largely self-regulated and designed for the users of financial information, who are referred to a stakeholder's business owners, lenders, employees, manager, customers, and others. Stakeholders utilize financial statements to help make business, lending, and investment decisions. (bookkeeping) and performing bank reconciliations. Accounting has several specialized fields and roles. Private (internal) accounting generally refers toaccountants who work within a single business entity. Small business accountants may assume general roles which require preparing the records professionals are generally divided into three fields: tax, audit, and advisory. The tax field focuses on federal, state, and local tax filings. Audit roles test the validity of financial statements and internal controls. Advisory services perform general financial consulting. Public accounting firms have several different clients, whereas private accounting refers to working for one specific business entity. There are five different types of accounts: asset, liability, equity, revenue, and expense. Each account type includes sub-accounts to record transaction details. For example, cash assets may

include several different cash and savings accounts. • Asset accounts: Cash and cash equivalents, accounts receivable, inventory, allowance for doubtful accounts (contra account), prepaid expense, investment, property, plant, and equipment, accumulated depreciation (contra account), intangible assets, accumulated amortization (contra account) and others • Equity accounts: Common stock, additional paid-in capital, retained earnings, treasury stock (contra account) • Revenue accounts: Sales revenue and others • Expense accounts: Selling, general, and administrative, interest, repairs, depreciation (non-cash), amortization (non-cash) and others • Liability accounts: Accounts payable, notes payable, accrued expenses, deferred revenue, long-term bonds payable and others

Financial statements are the end results of the completed accounting record. They include the balance sheet, income statement, statement of shareholders' equity, statement of cash flows, and notes to the financial statements. The information provides predictive value, feedback, and timely data to stakeholders. The balance sheet reports business assets, liabilities, and equity up to a specific time period.

2.1 Techniqual Softwear:-

Aditya enterprises carried a techniqual software it is name is Tally Prime. This softwear very helpful to any small or large business entity. In this softwear include many of vouchers.

Accounting Vouchers in Tally

- Sales Voucher
- Purchase Voucher
- Payment Voucher
- Receipt Voucher
- Contra Voucher
- Journal Voucher
- Credit Note Voucher
- Debit Note Voucher

1) Sales voucher

It is one of the most used accounting vouchers in Tally. Users can create this voucher in two different formats; as an invoice, or as a voucher. The invoice format enables users to print a copy of invoices for customers. The voucher format can be used to store transactional records electronically and it doesn't need a paper copy for the customer.

2) Purchase Voucher

Like sales vouchers, purchase voucher belongs to the accounting category and is available in both invoice and voucher formats. Editing and modifying receipt entries in Tally are easy, as its voucher format helps accountants to do so quickly. Moreover,

Tally also helps in converting a purchase voucher in the invoice format to the voucher format.

3) Payment Voucher

The payment voucher is another accounting voucher in Tally that helps create and print cheques against the order. Once the payment voucher gets passed, the corresponding cheque can be printed by clicking on ‘banking’ and then on ‘cheque printing’.

4) Receipt Voucher

When accountants make a receipt voucher in Tally, all the invoices which have pending payments pop up as a reminder. As soon as the client makes the payment through any mode, the receipt can be updated with the payment method details. In addition, all the details of this receipt can be sent to the customer. Thus, receipt vouchers make payment monitoring easy.

5) Contra Voucher

Contra vouchers are used to withdraw or deposit money in banks with the help of instruments such as cheques/ATM/DD or e-transfer to another account through NEFT/IMPS. With the help of contra vouchers in Tally, accountants can also generate deposit slips for recordkeeping. Tally also provides exact currency

denominations to monitor and print the deposit slip while also depositing the amount.

6) Journal Voucher

Unlike other vouchers, a journal voucher in Tally can come under the roof of both accounting and inventory vouchers. There are multiple uses of a journal voucher in Tally depending on the type of business it is being used for. It can be found as an optional voucher in Tally to make sales and purchase by accountants. Professionals can also use it for the adjustment or transferring of stock from one warehouse to the other.

7) Credit Note Voucher

Credit note voucher in Tally has to be enabled manually. It is usually enabled by pressing F11 and they manually configuring its features. Credit note can also be passed by checking the original invoice. When a client is selected, Tally shows the transaction invoice history that have been raised.

8) Debit Note Voucher

Debit note voucher is one of the most-used types of voucher in Tally ERP 9, that is used for managing purchase returns. With the help of this, accountants can generate a debit note for invoicing as well as a voucher.

2.2 GST, E-WAY BILL MANAGEMENT

Aditya Enterprises carried out a GST and E-WAY bill management

GST or Goods and Services Tax is the value-added tax levied upon the goods and services sold for domestic consumption. The tax charged at every stage of the production process is refunded to all parties in the production chain except the end customer/consumer.

A return is a document which contains all the details of the income which a taxpayer is obliged to file with the tax regulatory authorities.

This is used by tax professionals to calculate tax liability. Under GST, a registered dealer has to file GST returns that include:

- Sales
- Purchases
- Output GST (On sales)
- Input tax credit (GST paid on purchases)

GSTR-1

GSTR-1 return form has to be filed by a registered taxable supplier with details of the outer supplies of goods and services. This form is filled by the supplier. The buyer has to confirm the auto-populated purchase information on the form and make modifications if required. GSTR-1 return form has to be filed by 10th of the forthcoming month.

GSTR-3B

GSTR-3 return form has to be filed by a registered taxpayer with the details that are automatically populated by from GSTR-1 and GSTR-2 returns forms. The taxpayer has to check and make modifications if any. GSTR-3 return form has to be filed by 20th of the forthcoming month.

2.3 E-FILING RETURN PROCESS UNDER GST

10 Steps to file GST Return Online

1. Make sure that you are registered under GST and have the 15-digit identification number with your based on your state code and PAN. In case you do not have this number, first registered online to get it.
2. Next visit the GST portal.
3. Click on the services button.
4. Click on returns dashboard and then from the drop-down menu, fill in the financial year and the return filing period.
5. Now select the return you want to file and click on prepare online.
6. Enter all the required values including the amount and late fee, if applicable.
7. Once you have filled in all the details, click on save and you will see a success message displayed on your screen.
8. Now click on submit at the bottom of the page to file the return.
9. Once the status of your return changes to submitted, scroll down and click on the Payment on tax tile. Then, click on Check Balance to view cash and credit balance, so that you know these details before paying tax for respective minor heads. Next, to clear your liabilities, you need to

mention the amount of credit you want to use from the credit already available. Then click on Offset liability to make the payment. When a confirmation is displayed, click on OK. 10. Lastly, check the box against the declaration and select an authorised signatory from the drop-down list. Now click on File form with DSC or File form with EVC and then click on Proceed. Make the payment in the next step for your respective GST.

2.4 Mismatches under GST Reconciliation

In this practical study I learn more things of the tally prime. I learn GST reports filling process also I learn how the mismathches reconcile. Here are some of the important mismatches that may encounter during GST Reconciliation Mismatches in Invoice Details There can be several mistakes in the furnished data between you and your supplier. Some of the common invoice details mismatches are wrong invoice number, invoice date or/and invoice value. Mismatch in GSTIN While doing GST Reconciliation this is the most common discrepancy. Sometimes due to human error, the supplier punches the wrong GSTIN. This may conflict while claiming ITC. To read more regarding errors that I face during GST Reconciliation you can read our article.

GST Reconciliation in Excel Steps to reconcile:

A. Input your GSTR-2A data into the 'B2B from GSTN' sheet. Simply copy paste the GSTR-2A B2B data from the excel downloaded from the GSTN portal into the utility. ...

B. Input your Purchase Register details. ...

C. Right click and click on Reconcile Now button.

2.5 BANK RECONCILIATION

Bank Reconciliation is most useful system of accounting. This enterprises carried a monthly bank statements sheet for specific banks and check the books record and reconcile. These are the most common type of reconciliation and require businesses to reconcile their cash position by comparing the value of recorded bank Page transactions in their accounting software to those on their monthly bank statements.

❖Bank Reconciliation Procedure Below is step by step procedure for Bank Reconciliation: Match the Opening balance as per Bank statement with the books.

 Check and tick all the debit entries as reflected in bank ledger with the credit entries in Bank Statement, identify which are missed.

 Check and tick all the credit entries as reflected in Bank Ledger with the debit side in the bank statement, identify which are missed.

 Correct the entries which are erroneously passed in Bank Ledger.

 Take the adjusted closing balance of the Bank in Bank Reconciliation Statement.

 Add back all the UnpresentedCheques and other credits that are not reflected in Bank Statement but reflected in Bank Ledger.

 Less all the deposit in transit and another debit which is not reflected in Bank Statement but the entry for the same is passed in Books.

 After adjustment of the above amount, you will arrive at Balance as per Bank Statement.

3.1 Accounting practice of ADITYA ENTERPRISE :-

Throughout my practical period, I found that ADITYA ENTERPRISES keep its daily transaction record by maintaining four books and keep software record. Those books are cash book, bank book, purchase book,sales book, purchase return book , sales return book , expiery material book,general ledger book and software.

3.2 Cash book:

In the cash book, the organization maintains their daily cash transactions. Any types of cash received like from client, withdrew from owns bank account, service charge and loan from bank, other organization or chairman. Afterwards, daily cash expenses are also recorded. It is worthwhile to mention that every transaction is record from the journal voucher. Journal voucher refers to a voucher which functions as a journal book. It keeps transaction with date and explanation.

3.3 Bank book:

Bank book is kept to record all transaction regarding bank. Organization is maintaining two types of bank account in the same bank. One of them is current account and other is SND. Current account is to maintain small amount and frequent transaction whereas SND account is maintained for big amount transaction. Bank book play a vital role in bank reconciliation. Most of the time clients deposit in company's bank account. Often bank charge for online transaction or letter of credit purpose. In this circumstance bank book and bank statement from bank are the primary sources of data for bank reconciliation.

3.4 Expenses ledger book:

Expenses ledger book is maintained to keep the record of daily expense transaction . Here are some points

- Audit Fee
- Donation for Development Charge
- Light Bills
- Warehouse charges
- Delivery charges
- Employers salary
- Printing and stationery
- Scrap
- Cars engine charges
- Furniture and Building Maintanance
- Sample products

3.5 General ledger book:

General ledger book has huge number of accounts head. Most of those are expense of the organization. Usually conveyance, office maintenance, rent, bill, legal fees, entertainment advertisement, salary, tax account recorded in this ledger book. In addition, there is also patient receivable which is the control ledger, under this ledger cash collection are

maintained. Furthermore, purchase account is also a control ledger under which local purchase and Import purchase recorded by the organization.

3.6 Customized software:

There is customized software in the organization to maintain their account. The software is not good enough for accounting. The software is limited use only, to illustrate, it cannot record general ledger book's account head but it is useful for maintaining some transaction. As a result the software lost its importance. In contrast, I felt myself there are lack of professional person to operate this software otherwise the limitation of the software might be outweigh compared to the advantage of using this software.

3.7 Cheque register book:

ADITYA ENTERPRISE maintain cheque register book which has very significant role. This book record the information regarding cheque received from students'. In this register book it is found the date of cheque received, Student name, bank name and cheque number, amount of taka, drawing date, expired date. In addition, this book can inform account management department regarding total number of cheque,

total amount in taka, number of cash cheque, expired cheque as well as invalid cheque. The name of banks which include in this organization are:

1. State Bank Of India
2. Bank Of India
3. The Ajara Urban Co-Op Bank
4. HDFC Bank
5. Bank Of Baroda

3.8 Monthly report:

Monthly report shows the expenses and received money from any sources. Monthly report made on the basis of monthly income, expenditure, cash book, bank book and general ledger book. Monthly report is essential in the end of every month's financial meeting.

3.9 Direct and Indirect Expenses:

- Revenue expenditure (Salary, Administrative exp., Utility exp etc.)
- Capital expenditure (machinery purchase)
- ADP (Land & Construction work)

3.10 Financial statement:

Financial statements reflect the collection, tabulation, and the final summarization of the accounting date.

There are some statements are involved:

1. Statement of financial position
2. Statement of comprehensive income & Expenditure
3. Ratio analysis
4. Notes of the statement
5. Profit and loss accounts
6. Income statement

Statement of financial position shows the financial condition of the organization at the end of the period whereas income statement measures the results of operation during the period. Then, the statement of comprehensive income & Expenditure reports the total income and expenditure during the period. Ratio analysis shows solvency ratio, profitability ratio and turnover ratio. Finally, notes of the statement.

THE ADITYA ENTERPRISES

FAST MOVING CONSUMER GOODS

PURCHASE & SALES and NET PROFIT DATA

YEAR	PURCHASE RS	SALES RS	NET PROFIT.RS
2018-2019	1.80 Cr	1.50 Cr	10 lakh
2019-2020	1.90 Cr	2.10 Cr	14 lakh
2020-2021	2 Cr	2.50 Cr	16 lakh
2021-2022	2.50 Cr	2.20 Cr	11 lakh
2022-2023	3.75 Cr	3.55 Cr	15.25 lakh

In above table , show a ADITYA ENTERPRISES Purchase, Sales and Net Profit data since 2018-2019 to 2022-2023. Fast moving consumer goods

industry reported a 5 year data. Year on year jump in 2022-2023 sales and 8.6 % rise in volumes,indiacting a positive consumption.

In the year 2018-2019:

FMCG Purchase are 1.80 Cr and sales are1.50 Cr. In this year Net profit are 10 lakhs. Profit is low due to old technology and inadequate planning.

In the year 2019-2020:

In this year compare a previous FMCG data Purchase are increasing by 10 cr and sales highly increased by 60 cr and also net profit increased by 4 lakh.

Here, The sales in these year have increased by more than the last year.

Sales is high due to previous year remaining stock and used a best management and business planning.

In the year 2020-2021 :

These year FMCG Sales increased by 40 lakh and net profit increased by 2 lakh. This year market situation very strong and elastic. sales rising compare to previous year.

In the year 2021-2022 :

In this year FMCG Sales decreasing by 30 lakh and their impact on net profit. Net profit decreased by 5 lakh. In this year sales and net profit decreased because of pandemic situation in business area.

In the year 2022-2023:

In this year sales increasing rapidly by 1.50 cr. This sales incrasing result impact on net profit and incrased by 4.25 cr. Increasing online sales and e-commerce. Here, Business best improvement in all over 4 year. Created brand awareness through various marketing and advertising strategies.

ADITYA ENTERPRISES overall 4 year Purchase & Sales and Net Profit data show the business sales analysis and their impact on profit. Some year their performance and growth was on weak but later they improve their management system and products sales strategy. Growing demand and health wellness products in the year 2022-2023..

Some ADITYA ENTERPRISES techniques to increase sales for a FMCG business :

1. **Dealer Margins :**

   This Define the best margins of dealers, product with cash to distribute it further.

2. Maintain supply :

This entity only interested in partner with have well- established supply chain and inventory in place since they would risk their reputation if they cannot deliver a product to their clients.

3. Refer customers:

Invite other B2B companies to refer companies. This way able to boost business credibility as a reliable partner that can handle large volumes of transations. This approach would also bring additional revenue for a company.

4. Share advertisement costs:

Whatever the medium of advertisements is above the time or below the line the company share expenses with their respective dealer as they are the ones promoting the brand.

Here use yearly allowance they given to the dealers according to the percentage to their sales.

5. Provide after sales service:

The most important backbone of this entity is the reliability, approachability and convenience of after sale services,warranty claims and possible refunds.

6. Establish relationship:

Nurturning long term relationships with customers. They have healthy partnerships with them, they will support in the most difficult times.

CHAPTER - III

EXPERIENCE

1) DIFFICULTIES FACED DURING THE PRACTICAL STUDY:-

- Sometimes I have doubts when during the work that was given to me then wondered how to ask those doubts to sir.

- Whenever any new work given to me, I was very afraid that I would be able to do it.

- Sometimes it happens that we have doubts but we don't clear them. We are afraid that our doubts are correct if we ask doubts will sir get angry with us? Many such questions are coming in mind.

- Sometime in calling activity there is no proper response form the person who is in front. Sometime they are shouting.

2) RESPONSIBILITIES HANDLED DURING PRACTICAL STUDY:-

- I helped create and improve processes and policies.
- Conducting market research, including gathering and analyzing data on competitors' employees and industry trends.
- Helping to create or improve processes, procedures, and policies.
- Supporting project management activities, including organizing project materials scheduling meetings and tracking project progress.

- Assisting with day-to-day administrative tasks, such as answering phones, responding to emails, and organizing files.
- Collaborating with team members to develop and implement new initiatives or programs.
- Contributing t social media and marketing companies including creating content. Scheduling posts, and analyzing engagements metrics.
- Conducting customer outreach and engagement including responding to customer inquiries and gathering feedback.

3) SKILLS DEVELOPED DURING THIS PERIOD

Throughout my practical study I was well trained and did receive a fruitful experience the real working environment prepared me for future employment after my post- graduation.

I have learned so much from this practical study process and many things have gotten me ready for what I experience and other not as much. There have been many positives that have happened and other negative that have made me stronger as a person and stronger in my faith.

Working as an intern can be a great way to gin some real world experience in your chosen field. here are a few things I learned from me practical study experience is:

- Time management
- Communication is key
- Be professional

- Positive thinking
- Punctuality
- Computer handling
- Tally software
- Micro software

Key learning:-

- I learned that how to communicate with customers in different manners as personally.
- I learned how to deal with different situation regarding profession work.
- During internship I acquired technical skills and computer knowledge.

Time management:

Time is the method of planning and balancing your time between different activities. Good time management help you to complete a given task in specific time frame amidst challenges and tight schedules when you manage your schedule and deadlines, strong time management skills help you better your reputation and move ahead in the work place.

If you want to excel in life, you have to respect the importance of time and find a way to manage if efficiently. Time management skills help you systematically organize your tasks and accomplish them by their deadline.

During my internship I learned how to manage time. A lot of work can be done due to time management and all work is done in time.

Be professional:-

Professional is field to work that has been successfully professionalized. It can be defined as a disciplined group of individuals, who adhere to ethical standards and who hold themselves out as and are accepted by the public as possessing special knowledge and skills in a widely recognized body of learning derived from research education and training at a high level and who are prepared to apply this knowledge and exercise these skills in the interested of other.

Positive Thinking:-

Positive thinking means that you approach negative news or stressful situation with a positive outlook. You are able to look beyond the crisis or set back rather than being consumed by it.

You may have to acknowledge and process the negative aspects, but you understand that you will get through. It you know that but news doesn’t mean that the entire works is bad or that you will never experience goodness again.

Computer handling:

Today are is becoming digital. Today all the work can be done with the help of computer. Therefore, if we want to survive in todays world, it is very important to have a computer.

I got all the computer knowledge which I was working in a office I understand how to use tally software. Also I worked on Microsoft excel.

Punctuality:

Punctuality is a simple concept. It means showing up when you say you will when you are punctual. It signals that you care for your team members you take your job seriously and you care about meeting deadlines.

Punctuality and attendance are important in the workplace because they uphold productivity, people at work rely on one another to be punctual so they can work together on projects, get feedback and submit work to clients according to their expectations.

Tally Software:-

Tally software is very useful and helpful. Tally makes a lot of work easier. Tally software is very important tool.

Tally is powerful accounting software. While is driven by a technology called can current multi-lingual accelerated technology engine.

Tally accounting software provides a solution around inventory management, stock management, invoicing, purchase order management, discounting, stock valuation methodology, etc.

4) SIGNFICANCE AND USEFULNESS OF THE INTERNSHIP FOR MY CAREER

Career are looking to gain some real world experience and start my career, practical study is a great way to do t. not only will I learn new skills and gain valuable work experience but I will also get a feel for what it's like to work in my chosen field.

Here are some of benefits of doing an Practical Study; –

1) Learn new skills:-

No matter what industry I am entering in I will pick up new skills that will be useful in our future career, from learning how to use specific programs to gaining extra experience there is a lot I can learn from an practical study.

2) Get taste of real world:-

An practical study will give me a change to see what it's really like to working your chosen field. This can help me decide if it's the right career path for I and give a better idea of what to expect. Once I will start our professional life.

3) Stand out from the crowd:-Whenever I am applying for jobs after graduation having an practical study on our resume will make me stand out from the competition employers value practical study experience. So it can give a leg in the job market

STRENGTHS & WEAKNESS

STRENGTHS :-

- Reputation of the Enterprises.
- Exceptional quality and professionalism in its service offering to the customers

- Excellent delivery service
- An experienced and dedicated senior management team
- Strong relationship with existing customers,creditors.
- Good Infrastructure
- Trusted employees
- Wide network and International affiliation

WEAKNESS :-

- Limited financial capacity
- Relatively higher administrative expenses
- High turnover ratio of employees
- Higher level of financial risk
- Lack of experienced personnel
- Few employee motivation schemes
- Unqualified employees
- Lack of job commitment of the employees

CONCLUSION

ADITYA ENTERPRISE is a leading edge Holesalers & Retailers . It is also one of the best Distributes in Kolhapur. This was an added challenge to all the accounting staffs as the listing the accountability of the organization has gained a higher reach.

The Accounts department took the challenge and proved their spirit by the timely publication of yearly Annual Financial Reports. Each and every section in the department deserves to be complemented. In this report, I have tried my level best to identify management accounting technique and procedures used by ADITYA ENTERPRISES.

What and how ADITYA ENTERPRISES use accounting information for decision making and external financial reporting along with describing the procedure and systems of using accounting information. In this report, I imply our acquired knowledge from accounting course and try to comply with the techniques procedure and systems followed by the organization.

ADITYA ENTERPRISES , is a best in the distribution of FMCG products serving a wide variety of customer across the multi-faced industry spectrum. They adherence to strict guidelines in all facets of research, development and distribution. Aditya Enterprises continues to introduce innovative new services system to meet the needs of customers.

Aditya Enterprises dekivers above expection performance at extremely good value to end users who buy in a variety of services channels.

Today the enterprises is distributed for its high quality products. They have very good demand for their services and products. Quality is the main motto of the enterprises; that is the reason customers prefer this enterprises.

After conducting respondent research for ADITYA ENTERPRISES with their valuable suggestions and responses to the different questions.

I did study on Accounting procedures also recordes of Aditya Enterprises overall 4 years purchase and sales data. Some year they did not got sucees because of pandemic situation. But previous year they achive best target and high improvement.

The FMCG industry is a dynamic and critical component of the global economy, generating significant revenues and creating high opportunities. By understanding the key components ,trends in the FMCG industry , businesses can better position themselves for success in this fast-paced and competitive sector.

RECOMMONDATION

Working at ADITYA ENTERPRISES was a great experience for me. I have learnt many things throughout my practical study period. From my little knowledge what I have some recommendations as follows:

ADITYA ENTERPRISE have a very few employee at Account department whereas the work pressure is high. It is my family business and my education site is commerce so I had work in my family business as a accountatnt but sometimes my other personal work and study I didn't proper accounting work So the department could increase their workforce and share the work together. Secondly, to increase the rate of work efficiency they need faster computer with user friendly operating system.

There is customized accounting software in the organization which is not beneficial. They should update or add more features in that software and appoint a professional operator so that it might save time, money, labor and execute an impact for the long run.

1) Aditya Enterprises is a entity that works towards the overall development of an individual but there are still certain recommendations that I believe should work upon.

2) As a fresher going into the industry, I felt that a proper training or basic idea of the work should be given properly.

3) If the employee is doing overtime , then additional payment should be given by the organization.

4) Infrastructure should be good and should be expand by the company.

5) There should be proper lunch timings so the employees can make the work arrangements accordingly.

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APPENDIX